MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

PMA0013 – MEDIA APPRECIATION

(All sections / Groups)

04 JUNE 2018
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages including this cover page with 6 questions only.

2. In **Section A**, answer any **TWO** out of the four questions.
   In **Section B**, answer **ALL** questions. All questions carry equal marks.

3. Please print all your answers in the answer booklet provided.

*Section A: Answer only **TWO (2)** of the following FOUR (4) questions.*

Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

a) Explain why '**paradigm shift**' is needed for creative thinking. (2 marks)

b) Below illustrated is an example of a media form: Art / Photography. Make an **interpretation** of the photograph based on the given description and its appearance and then, make an **evaluation** based on your paradigm shift.

Photograph by Dorothea Lang
Title: MIGRANT MOTHER, NIPOMO,CALIFORNIA
Medium: Gelatin-silver print,
Year: 1936.

(8 marks)

Question 2

Prof. Dennis Mc Quail, one of the theorists (the Uses and Gratifications Theory), suggested that the media serve **four main types of needs**.

a) List and discuss the four types of needs. (8 marks)

b) Identify how this theory can be used today. Give one example. (2 marks)

Continued...

Question 3

SO THE HARDER A WIFE WORKS, THE CUTER SHE LOOKS!
GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?
VITAMINS, DARLING! I ALWAYS GET MY VITAMINS
Kellogg's PEP
Vitamins for pep! PEP for vitamins!*

a) Based on the advertisement above, consider some of the ways in which the media have been be used to change ideological beliefs and social attitudes. (5 marks)

b) How do the media construct reality to make the advertisement appear believable and authoritative to audiences? (5 marks)

Question 4

Bill Gates once said "....that the most important technological breakthrough in the modern era is not so much the invention of the personal computer (PC) as the interconnection of all PCs and other similar mobile devices through the Internet. It is this interconnection that created the cyber world, a community in virtual space that enables instant communication across all hitherto existing borders and hierarchies."

a) Explain, with examples, what is meant by new media. (5 marks)

b) How have new media revolutionized the media compared to other media forms? (5 marks)

Continued...

*Section B: Answer **ALL** questions.*
Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

a. Describe video art as a digital art form. (4 marks)

b. Give relevant examples to illustrate the differences between video art and short films. (6 marks)

Question 2

a. What are the key features of social media or social network? Choose only ONE to address. (3 marks)

b. What are the key features of mainstream media? (3 marks)

c. Examine at least ONE possible implication of this relationship between social media or social network and its audience. (4 marks)

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